

Apoorv Kumar Singh

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Experienced Marketing Manager with an extensive background in creating results-focused marketing strategies for B2B SaaS businesses, leading to successful multi-channel campaigns spanning inbound content marketing, email marketing, SEO, marketing automation, product launches, and more. **Ex-Microsoft and NYU Stern MBA.**

EXPERIENCE

InterspectAI - SF Bay Area

Feb 2025 - Present

AI startup developing an agentic AI-powered platform to automate structured interviews for hiring, research, & more

Marketing and Product Marketing Lead

- Built the company's marketing function from the ground up, driving inbound strategy, crafting unified messaging, and leading execution, including a website launch, social media campaigns, video marketing, and B2B collaterals, resulting in ~600 monthly website visitors and 500+ LinkedIn followers within 6 months.
- Led product marketing for the whole portfolio across B2B and B2C segments, owning positioning, messaging, pricing strategy, and competitive analysis while partnering with product and engineering on testing and iteration.
- Led **GTM strategy for SpectraSeek, a pre-launch B2C interview prep tool** for students and job seekers—defined target segments, developed messaging and outreach plans, built pricing model, and drove execution, including acquisition and activation email campaigns and social media outreach to secure ~50 waitlist signups in 1 month; currently adapting messaging for university partnerships.

Doloop Digital - SF Bay Area

Jan 2023 - Nov 2024

Provides growth consulting services for B2B companies

Marketing Consultant

- Collaborated with a non-profit to launch a new telehealth service offering by **creating customer journeys**, gathering solution requirements, implementing a HubSpot-based technology solution, and creating **end-to-end client onboarding communication** and **training content** for team members. Exceeded client satisfaction and ensured readiness for the upcoming launch of the pilot.
- Partnered on **developing and executing the launch strategy** for an online course aimed at enhancing personal productivity, collaborating with developers to **prioritize features for the initial launch, developing positioning and messaging for customer acquisition**, creating the **pricing and incentive strategy**, and **managing the overall launch calendar**.

ContentNinja - Remote

Feb 2020 - Oct 2021

HubSpot solutions partner and digital marketing agency servicing B2B SaaS tech companies

Marketing and Operations Lead

- Created and implemented **multi-channel inbound integrated marketing strategies** for clients (including content marketing, email, and social media campaigns) rooted in clients' needs and data to help with client acquisition, which helped drive ContentNinja's revenue growth by 233% in 18 months.
- Led the **HubSpot partner program**, using tailored messaging to highlight company capabilities, collaborating with the HubSpot team, and adopting a solution-based approach for client acquisition to increase the company's HubSpot revenues by 300% and get promoted to a Platinum Tier partner.
- Assisted multiple clients in managing and automating **omnichannel marketing operations**, including managing social media and blogs to attract audiences, personalized and automated email marketing campaigns to engage and onboard users, and increasing leads and conversions with gated content like whitepapers and webinars.
- Aided a client in launching a medical app for post-operative patient care. Conducted research through insightful interviews with medical experts to **shape messaging**, developed compelling sales materials, and devised an effective communication plan to boost **app adoption and user engagement after activation**.

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- Facilitated onboarding of 10+ clients onto HubSpot, driving **adoption** through team training and process streamlining. Regularly conducted reviews to identify and overcome obstacles while advocating for feature enhancements and guiding clients through new functionalities, resulting in five-star client ratings and reviews.
- Collaborated with a \$6B SaaS company in the tax compliance sector to **launch** their EMEA operations. Developed tailored marketing **messages**, identified target segments through **research**, created impactful sales collateral, and provided sales teams with scripts and training, leading to enhanced opportunities for cross-selling.

Tricon Infotech - Hoboken, NJ

Aug 2018 - May 2019

Software services company across all SaaS industries, such as Edtech, Fintech, and more

Marketing Manager

- Led a four-member team to enhance Tricon’s digital presence, creating the **digital marketing and content strategy** with a focus on top-of-the-funnel prospects, identifying automation tools, and collaborating with business teams to develop relevant marketing campaigns, leading to a 50% improvement in the content velocity and 20% improvement in social media reach.
- Collaborated with the sales team to create targeted, compelling **collaterals**, including pitch decks, product briefs, and concise one-pagers, catalyzing increased lead conversion rates and enhanced client engagement.
- Led a **cross-functional team** comprising designers, developers, SEO specialists, and copywriters to overhaul the company website, focusing on improving the user experience, more targeted product messaging, and deploying SEO tactics, resulting in a 20% increase in website traffic in three months.

Microsoft - Gurugram, India

June 2012 - June 2016

Customer Success Manager

- Managed 12+ accounts totaling \$300k in ARR, helped clients optimize and execute IT projects, provided data-driven recommendations to enhance infrastructure performance, and collaborated with sales and engineering teams to uncover upsell and cross-sell opportunities, resulting in a 10% ARR increase.
- Proactively retained three at-risk contracts worth \$40k/year through tailored engagements designed to showcase relationship value to clients, justified business opportunity to leadership, and gathered exception approvals to execute, subsequently growing contracts by 50% ARR.

EDUCATION

NYU, Leonard N. Stern School of Business - Master of Business Administration

2016 - 2018

Manipal Institute of Technology - Bachelor of Engineering, Computer Science

2008 - 2012

ADDITIONAL

Certifications: Product Strategy (Kellogg Exec. Ed), Product Marketing Certified: Core (PMA)

Tools: HubSpot, Figma, Python, WordPress, MailChimp, Miro, HootSuite, ClickUp/Trello, Google Analytics,